

Spanish Language Nutrition Education Approaches



Current Work
In Audience Centered Approaches to
Nutrition Education





General Approaches

- Develop original materials in Spanish
- Adopt materials available in Spanish
- Translate English language materials



Approaches

- Developing original materials is most effective but most costly
- Translating English materials is least desirable
- Compromise: trans-create
 - Culturally appropriate content and examples
 - Culturally appropriate imagery
 - Familiar stylistic and design features



Guidelines

- Contributions of a social marketing mind-set
- Writing guidelines
- Pretesting guidelines
- Recognizing challenges inherent in process



Social Marketing Mind-set

- Consumer orientation
- Data-based decision making
- Communication plan guides development



Consumer Orientation

- Commitment to:
 - Develop materials consumers want and will use
 - Content is interesting, helpful, and culturally reaffirming
 - Understand how consumers interpret messages
 - Understand how consumers perceive materials

Listening to People We Serve...

- Research conducted to understand consumers' perceptions
 - Benefits they find most attractive
 - Costs they must exchange for benefits
 - Social norms
 - Self efficacy
 - Aspirations and fear



Data-based Decision Making

- Whom will we try to reach?
- What is reasonable to ask them to do?
- What factors do we need to address?

*Develop material interventions
relevant to consumers'*



Communication Plan

- Vivid description of target audience
- Specific objectives
- Trustworthy, persuasive spokespersons
- Appropriate information channels
- Appropriate tone and type of appeal



Use Plan As Blueprint

- Select existing materials to modify
- Determine modifications needed to reach specific audiences
- Guide creation of new materials
- Key: "Stay on strategy"



Providers' Kit for Breastfeeding Promotion

- Redesign for multi-cultural Hispanic groups living in the United States which speak Spanish in the home.
 - *Question and Answer Sheet*
 - *Patient Letter*
 - *How to Breastfeed: A Guide for Mothers*
 - *Working and Breastfeeding: Can You Do It? Yes, You can*



Research

- Consumer research
 - Focus groups and
 - Telephone interviews
 - Individual interviews
 - Survey
- Identified common themes



Writing for Spanish-speakers

- Be succinct
- Use bulleted lists or Q and A
- Use simple declarative sentences that avoid colloquialisms, jargon and complex structures
- If written for bilingual families, use bilingual format
- Illustrate key points with culturally relevant photos and drawings



Translation

- Remove culturally inappropriate content and references
 - "Q and A"
- Send to translation agency with experience working for multinational audiences
- Review with bilingual readers from variety of countries
 - Look for words that are easier to understand
 - Look for phrases that may be misinterpreted or offend



Pretest, Pretest, Pretest

- Optimal targeting of messages to the appropriate audiences
- Improve the likelihood of materials being used
- Reduce costs by identifying material modifications early in their development
- Assess how effectively the strategies are being incorporated into the materials



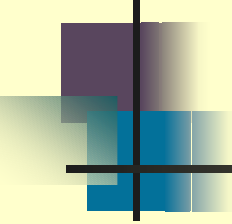
Pretesting Objectives

- Do they recognize call to action?
- Are they attracted to the benefits promised?
- Are the messages relevant?
- Do they believe messages?
- Are spokespersons credible?



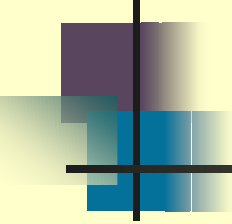
Pretesting Objectives

- Are they motivated or persuaded to change?
- Does anything offend or annoy?
- Are the materials attention-getting?
- Others



Pretesting Guidelines

- Make prototypes as much like final products as possible
 - Images
 - Same cultural groups
 - Same activities
 - Layout
 - Colors



Pretesting Guidelines

- Pretest with diverse population
 - Variety of nations
 - Various levels of acculturation
- Use native speakers to pretest whenever possible
 - Lends credibility and makes it easier to build rapport



Power of "Gatekeepers"

- Point of distribution
 - Potential barrier
 - Enthusiastic ally
- Materials must be acceptable to distributor



Special Challenges Reaching Multinational Groups

- Search for options that work best across groups
 - Words
 - Images
- Search for options understood by all
 - “dar pecho”
- Search for options that do not offend



Case Study

- Researchers
 - Native speakers from four countries
 - Fluent Anglo anthropologist
- Pretesting audiences
 - WIC participants
 - Family members
 - Gatekeepers
 - Providers
 - Local WIC staff



WIC Participants

- Argentina
- Bolivia
- Columbia
- Cuba
- Ecuador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Puerto Rico
- Salvador
- United States
- Venezuela



Analysis

- Focus on objectives
- Assess consistency with strategy
- Do not count “votes”
- Colors
 - Generally like bright
 - Specific colors matter only in specific situations



Challenges

- Diversity
- Literary levels budgetary constraints
- Time constraints
- Results:
 - Not possible to appeal to everyone equally well
 - May not be able to use existing materials
 - Develop own materials
 - Modify national materials



Dietary Guidelines Project

Social Marketing Project To Improve
Access To And Utilization Of
Dietary Guidelines for Low Literacy
and Spanish Language Groups

FNS Contract 53-3198-1-043

OMB NO: 0584-0517

Project Goals



- Improve effectiveness of nutrition education
- Develop comprehensive strategy for teaching DGA
- Prepare guidelines for developing nutrition education materials for mothers in low literacy and Spanish-speaking populations
- Enhance satisfaction with nutrition education among staff and recipients of the food stamp program



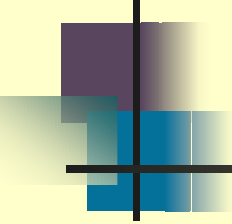
Project Activities

- Research with Food Stamp recipients and staff
- Develop social marketing plan
- Develop DGA materials and approaches for low literacy and Spanish-speaking populations of families with children (including the development of 10 educational pamphlets and 10 educational posters)



Project Activities

- Produce nutrition education instructional video (Spanish and English)
- Develop support kit for staff



Ten Pilot States

- Formative research
 - Florida
 - Kentucky
 - New jersey
 - Illinois
 - California
- Concept/Pretesting research
 - Florida
 - Massachusetts,
 - Colorado
 - Texas
 - Ohio



Current Status

- Formative research
 - Three states completed
 - All states will be completed by march 31
 - Material development begins summer 2003



Lessons Learned

- Do not translate, trans-create
- Adopt marketing mind-set
- Rely on communication plan
- Modify or prepare content to be culturally appropriate



Lessons Learned

- Pretest, pretest, pretest
- Pretest with people from a variety of nations and levels of acculturation
- Use native speakers to pretest whenever possible
- Recognize budgetary and time constraints
 - Not possible to appeal to everyone equally well



Questions?



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